



**The National Heart, Lung, and Blood Institute (NHLBI)  
The National Institute of Diabetes & Digestive & Kidney Diseases (NIDDK)  
The National Institute of Child Health and Human Development (NICHD)  
The National Cancer Institute (NCI)**

**National *We Can!* Rally Agenda**  
National Institutes of Health  
Natcher Center  
Bethesda, MD  
October 6-7, 2006

**Meeting objectives:**

- Information sharing among Community Sites
- Direct Collaboration between Communities and National Partners
- Learning from Community Sites and National Partners to improve the Program
- Helping Interested Communities to Learn How to Initiate Programming
- Rewarding Community Sites and Partners for Programming
- Creating a strategy to develop state and regional ***We Can!*** coalitions as focal points for community change

**Pre-Rally Networking Dinner (Optional) – Thursday, Oct. 5**

**6:00 pm                      Networking Dinner and Discussion (Optional)**  
Held at nearby hotel for all who can come.

**Day 1 - Friday, Oct. 6**

**6:15 am                      *We Can!* Morning Physical Activity Sessions!**  
Exercise sessions will be organized for all interested in participating. Possibilities include a ***We Can!*** Walk, Yoga and a general exercise session.

**8:00 am                      Welcome and Icebreaker Event**  
Welcome and introductions.

**8:30 am                      The Big Picture and the Theory Behind the Practice**  
Presentation capturing ***We Can!*** accomplishments/successes to date with communities, media and partnerships. Presentation will also include a review of the planning and development of ***We Can!***, covering topics such as ***We Can!*** strategic planning,

formative research, target audiences, behavioral objectives, and the program logic-model. A summary of **We Can!** Data results will also be included.

**9:30 am**

### **Community Site Successes!**

Short, interactive, small group sessions to share implementation successes:

- Partnerships
- Media
- Recruitment and Retention



#### **Community Site Commercial #1**

*Success in the Media*

**10:30 am**

### **Stretch and Move Break!**

- Coordinated 10-minute Group Activity
- 20 Minute Break / Networking

**11:00 am**

### **Thinking About Parents**

Targeted discussion on reaching parents with sites, market researchers, and other experts.



#### **Community Site Commercial #2**

*Success with Parents*

**12:30 pm**

### **Lunch Time “Chat & Chews”**

Informal lunch discussions over a variety of topics.

Potential “Chat & Chew” Topics
<b>Running <i>We Can!</i> in Your Setting:</b> Park & Rec, Hospitals/Health Systems, Coalitions, the YMCA and other Community-Based Organizations, Public Health Departments, Extension Services, Schools, Faith-Based Settings and Other Intriguing Possibilities!
<b>Programming Home Runs:</b> Successes with <i>We Can!</i> Curricula and Community Events!
<b>Tactics on Publicity:</b> Working with Local Media
<b>Extending Success:</b> Forming <i>We Can!</i> Partnerships in Your Community
<b>Sustaining Success:</b> Tips to Keep Your Programming Alive and Flourishing

2:00 pm

### **Digging into *We Can!* Curricula**

Overviews of the following curricula with implementation experts:

- Catch Kids Club
- Media-Smart Youth
- The Parent Curriculum
- S.M.A.R.T.

3:30 pm

### **Stretch and Move Break!**

- Coordinated 10-minute Group Activity
- 20 Minute Break / Networking

4:00 pm

### **Partnering for Success**

Moderated panel discussion on ways Community Sites can partner with specific constituencies.



#### **Community Site Commercial #3**

*Success with Partnerships*

5:30 pm

### **Adjourn for the Day**

A list of restaurants will be provided to participants.

## **Day 2 - Saturday, Oct. 7**

8:00 am

### **Welcome**

8:15 am

### **“Chat & Chew” Review!**

Review of the prior day’s “Chat & Chew” discussions.



#### **Community Site Commercial #4**

*Success with Youth Curricula*

8:45 am

### **Coordinated Stakeholder Discussions**

This will serve as an opportunity to engage the following groups separately for discussion and Q&A:

- Community Sites – Transition / Going Forward
- State Coordinators – Planning / Feedback
- Partners – Planning / Feedback
- New/Potential Sites – ***We Can!*** 101: Getting Your Program Started

9:45 am

### **Stretch and Move Break!**

- Coordinated 10-minute Group Activity
- 20 Minute Break / Networking

**10:15 am**

**Carousel Brainstorming: Hopes for the Future!**

Facilitated brainstorming sessions on ***We Can!*** possibilities for the future!



**Community Site Commercial #5**

*Success with Clinicians*

**11:15 am**

***We Can!* Photos**

Group photos of Intensive Sites, General Sites and Partners.

**11:30 am**

**Carousel Reporting and Discussion**

***We Can!*** staff facilitators report out on carousel topics and facilitate group discussion.



**Community Site Commercial #6**

*Success in Sustainability*

**12:00**

**Thank You and Adjourn**